

100% Tobacco Free Schools

Victory Over Violence Conference
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Kentucky Tobacco Free Schools Partnership

- Kentucky Department for Public Health
 - Chronic Disease Prevention and Control, Asthma Program
 - Coordinated School Health Program
 - Tobacco Prevention and Cessation Program
- Kentucky Department of Education
 - Coordinated School Health Program
- Tobacco Prevention and Enhancement Site
- Lake Cumberland District Health Department

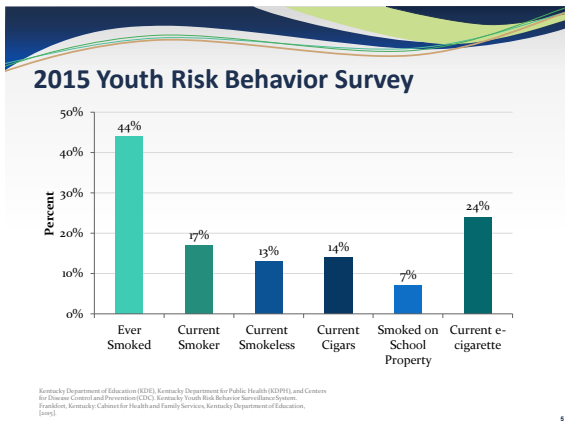
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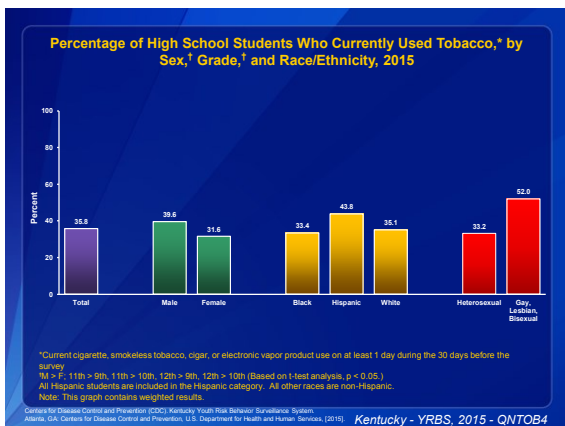
Today's Agenda

- Why Tobacco
- Tobacco Free School Policies
- How to Work with Schools
- Passing a Policy
- Implementing a Policy
- We Already have a Policy – What Now?

3







5,700 Kentucky "Replacement Smokers" Start Each Year



Campaign for Tobacco-Free Kids. The Toll of Tobacco in Kentucky. Available at: http://www.tobaccofreekids.org/facts_sheets/toll_in_kentucky

7

Youth Face Immediate Consequences of Tobacco Use

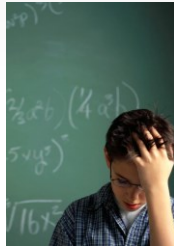
- Reduce maximum lung function
- Cough and phlegm production
- Increased number and severity of respiratory infections
- Decreased physical fitness
- Atherosclerosis (Plaque on arteries)
- Increased resting heart rate
- High LDL (bad) cholesterol levels
- Glucose intolerance
- Depression



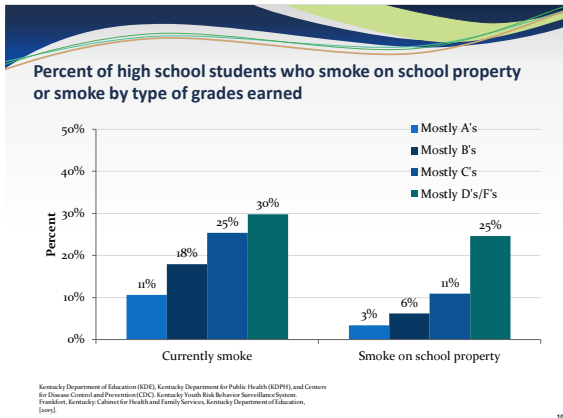
8

Academic Difficulties

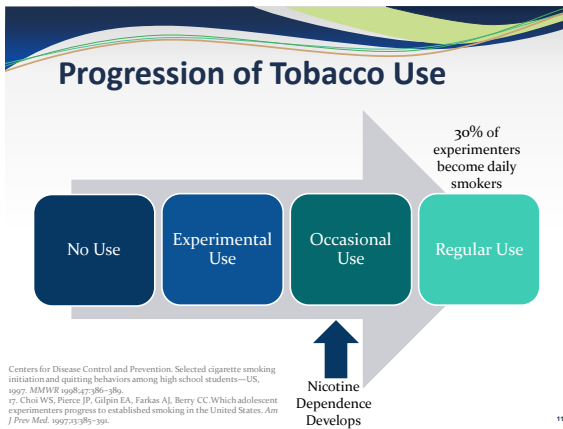
- Students who use tobacco or are exposed to tobacco smoke perform more poorly on cognitive tests compared to students not exposed to tobacco.
- Students who smoke perform more poorly in school compared to their non-smoking peers.
- Students who smoke have more school absences than their non-smoking peers.



9



10



11

Nicotine as the Gateway Drug

- Studies suggest that nicotine changes the brain to make it more susceptible to addiction

A Molecular Basis for Nicotine as a Gateway Drug
[van B, Koelsch M.D., and DiCiano B. Koelsch M.D.]
N Engl J Med 2005; 353:1941-1942. DOI: 10.1056/NEJMed0500000

12



E-Cigarette Using Teens More Likely to Start Smoking Conventional Cigarettes

Wills, N. Knight, R. Williams, R. Pagano, J. Sargent, J. Risk Factors for Exclusive E-Cigarette Use and Dual E-Cigarette Use and Tobacco Use in Adolescents. *Pediatrics*. doi:10.1593/peds.2014-0760

13

Financial Consequences for Kentucky

- \$1.92 billion in annual health care costs
- \$2.79 billion in smoking-caused productivity losses
- \$1,160 out of your pocket each year for state and federal smoking-related expenses



Campaign for Tobacco-Free Kids. The Toll of Tobacco in Kentucky. Available at: http://www.kentuckytobacco.org/factsheets/toll_in_kentucky

School Tobacco Policies Can Reduce Youth Tobacco Use!

15

Factors Promoting Youth Initiation and Use of Tobacco Products

- Relatively low SES
- Relatively high access and availability of tobacco products
- Perceptions that tobacco use is normal, usual, or acceptable behavior
- Use of tobacco by significant others and approval of tobacco use among those persons
- Lack of parental support
- Low levels of academic achievement and school involvement
- Lack of skills required to resist influences to use tobacco
- Relatively low self-efficacy for refusal
- Previous tobacco use and intention to use tobacco in the future
- Relatively low self-image
- Belief that tobacco use is functional and serves a purpose

16

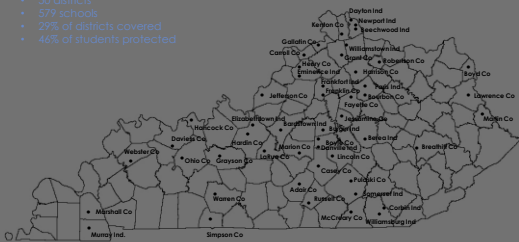
100% TFS Rationale

- Youth spend 1/3 time in school environment
- Youth who see teens or adults smoking in public see smoking as socially acceptable
- Attending a school with a high smoking rate increases susceptibility to smoking among non-smoking youth, increases odds of smoking
- **Strictly enforced TFS policies can reduce youth smoking by 30%!**

Moore L, Roberts C, Tudor-Smith C. School smoking policies and smoking prevalence among adolescents: multilevel analysis of cross-sectional data from Wales. *Tobacco Control* 2000; 10: 127-133.

Kentucky's 100% Tobacco Free School Districts

- 50 districts
- 57% schools
- 29% of districts covered
- 46% of students protected



Model Policy

- Classified Personnel
- Certified Personnel
- Visitors

Tobacco use, including alternative nicotine products and vapor products as defined by KRS 438.305, is prohibited twenty-four (24) hours a day, seven (7) days a week, inside Board-owned buildings or vehicles, on school owned property, and during school-related student trips.

19

Model Policy for Students

- Students shall not be permitted to use or possess any tobacco, including alternative nicotine products or vapor products as defined by KRS 438.305, on property owned or operated by the Board, inside Board-owned vehicles, on the way to and from school, or during school-sponsored trips and activities. Students who violate these prohibitions while under the supervision of the school shall be subject to penalties set forth in the local code of acceptable behavior and discipline.

20

Does your school policy include e-cigarettes?

- Over half of TFS school districts currently include e-cigarettes in their policy
- Should prohibit use by students, staff, and visitors
- School districts can strengthen to include e-cigarettes

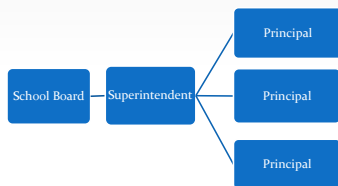
21

Policy Recommendations

- Stick to the model policy – it is comprehensive
- Don't get too creative
- Don't try to specifically cover every scenario, because you will forget one
- Any loophole will be exploited i.e. "not in the presence of students"
- Designated smoking areas signal that smoking is OK

22

School District Decision Makers



23

Additional Key Personnel

- Director of Pupil Personnel
- Vice Principal(s)
- Family Resource and Youth Service Center Director
- Director of Food Services
- Health/P.E. Teacher(s)
- Coordinated School Health Committee

24

Is Your District Ready?

- Survey parents, personnel and students
- Do school administrators see the need?
- Does your board have the vote?

25

Tobacco Free Schools 3 Minute Parent Survey

About You

1. What is your relationship to the student (mother, father, etc.)?

2. What grade is your student in? 9th 10th 11th 12th
(If you have multiple children at the school, please circle all that apply.)

Hot Topics

3. Does the school have a local wellness policy? (A local wellness policy generally sets goals for nutrition, education, physical activity, and other school-based activities to promote student wellness)

YES NO DON'T KNOW

4. Does the school promote a healthy school environment? (Healthy school environment generally means the physical and visual surroundings and the mental and social climate and culture of the school.)

YES NO DON'T KNOW

5. The school provides opportunities for my student to speak up about school health issues.

No, definitely not | No, not really | Yes, sort of | Yes, definitely | Not sure

6. A healthy environment for students, teachers, and staff is a priority at the school.

No, definitely not | No, not really | Yes, sort of | Yes, definitely | Not sure

7. The school provides opportunities for parents and families to get involved in wellness.

No, definitely not | No, not really | Yes, sort of | Yes, definitely | Not sure

8. Should school districts implement a 100% Tobacco-Free Policy? (see policy below)

26

Lawrence County

The Health Department created brochures, posters and media educating about Tobacco Free School policies. They gave presentations on the policy in front of community groups, such as 4H, the Rotary Club, the Parent Volunteer Council and the Family Resource Youth Service Center Advisory Board.

To gain support in the School District, the Health Department presented to the principals, assistant principals and other district personnel. At this time, all of the principals were in favor of a TFS policy. After this meeting, the Health Department met with each School Board member individually to share information about TFS policies.

At every meeting they had a packet of materials, with information from the Tobacco Prevention and Cessation Program and Pathways Regional Prevention Center.

27

Presentations to the School Board

- After determining the process for having the proposed policy added to the school board agenda, plan the presentation to the school board.
- If possible, gather support from community members and meet with board members individually before the meeting.

A strong presentation to the School Board should include:

- Facts on the health effects of tobacco products.
- Presentations (especially by students!) about the advantages of a tobacco-free environment.
- Proposed solutions for objections to policy adoption such as enforcement difficulties with guests.

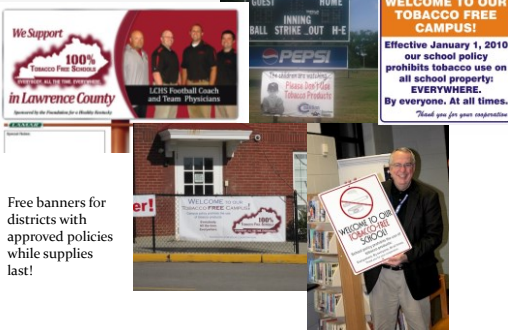
28

Implementation

- Communication!
- Signs around schools
- Presentations
- Morning announcements
- Letters to parents

29

Signage



30

Announcements at Games

"For the safety of our students, (name of school district) is proud to have a 100 percent tobacco-free school policy. At this time, we would like to remind our home fans and visitors that the use of tobacco products or electronic cigarettes during tonight's sporting event is strictly prohibited. We appreciate your support and would like to thank you for keeping our school and stadium tobacco-free. Enjoy the game!"

"Tobacco kills more than 1,200 Americans every day. Eighty percent of them started smoking before they were 18. This is one reason why (name of school district) schools are 100 percent tobacco-free. We would like to remind our visitors and fans that tobacco and e-cigarette use of any kind during tonight's game is prohibited. Thank you for your support, and enjoy the game!"

31



32

Student Enforcement

- It has to be a priority!
- Determine your "hot spots" and monitor with staff
- Flame alarms work better than smoke alarms
- Alarms only work if you use them!
- E-Cigarettes are going to be hard – will rely upon teacher education

33

Working with personnel who use tobacco

- Positive role models for youth, not seeking out rule violators
- Offer cessation options
- Explore what your health insurance covers
- Communicate, communicate, communicate
- Remind, remind, remind



1-800-QUIT-NOW

34

Ongoing Evaluation of the Policy

- Collect success stories from students, staff, parents and community members.
- Publicize these comments and stories in a school newsletter and send home to parents.
- By monitoring adherence to each section of the policy, identify problems with policy implementation, and make necessary corrections.

35

Implementation Checklist

Policy Communication: Please indicate whether or not information about the tobacco free school policy is located in the following areas:

The tobacco free school policy is located in...	Yes	No	N/A	Comments
...the student handbook				
...the personnel handbook				
...the parent handbook				
...the student orientation materials				
...the personnel orientation materials				
...the vendor/contractor materials				
Other:				

Information shared by...	Yes	No	N/A	Comments
...file/handout sent home with students				
...policy in school newsletter				
...policy on school website				
...earned media				
...paid media/advertisements				
...announcements made at athletic, extracurricular, and/or evening events				
Other:				

36



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37
